

BIG IDEAS

Marketing services and products can be designed through consultation and collaboration.

Personal design choices require the evaluation and refinement of skills.

Tools and **technologies** can influence people's lives.

Learning Standards

Curricular Competencies	Content
<p><i>Students are expected to be able to do the following:</i></p> <p>Applied Design</p> <p><i>Understanding context</i></p> <ul style="list-style-type: none"> • Conduct user-centred research to understand opportunities and barriers <p><i>Defining</i></p> <ul style="list-style-type: none"> • Establish a point of view for a chosen marketing and promotion opportunity • Make decisions about premises and constraints that define the marketing design space <p><i>Ideating</i></p> <ul style="list-style-type: none"> • Generate ideas and enhance others' ideas to create possibilities, and prioritize the possibilities for prototyping • Work with users throughout the design process <p><i>Prototyping</i></p> <ul style="list-style-type: none"> • Identify and use a variety of sources of inspiration and information • Choose an appropriate form and level of detail for prototyping • Plan procedures for prototyping multiple ideas • Construct prototypes, making changes to tools, materials, and procedures as needed • Record iterations of prototyping <p><i>Testing</i></p> <ul style="list-style-type: none"> • Identify and obtain critical feedback with a relevant audience to evaluate effective test marketing • Based on feedback received and evaluated, make changes to product and/or service plan or processes as needed 	<p><i>Students are expected to know the following:</i></p> <ul style="list-style-type: none"> • marketing and promotion opportunities within the local community • role of advertising in domestic and international contexts • marketing processes, including the AIDA (Attention, Interest, Desire, Action) model • social marketing and ethical marketing, including the ethics of cultural appropriation • marketing and promotion strategies, including test marketing, segmentation, targeting, and positioning • ways to improve marketability of products and services • types of advertising that can influence diverse target market groups offline and online • risk assessment associated with marketing products and services • influence of corporate sponsorship, including naming rights

Learning Standards (continued)

Curricular Competencies	Content
<p>Making</p> <ul style="list-style-type: none"> • Identify tools, technologies, materials, processes, cost implications, and time needed for development and implementation • Use project management processes when working individually or collaboratively to coordinate or create processes or products • Share progress to increase opportunities for feedback, collaboration, and, if applicable, marketing <p>Sharing</p> <ul style="list-style-type: none"> • Decide on how and with whom to share or promote their product or service and creativity • Critically reflect on their design thinking and processes, and identify new marketing goals • Assess their ability to work effectively, both individually and collaboratively <p>Applied Skills</p> <ul style="list-style-type: none"> • Apply safety procedures for themselves, co-workers, and users in both physical and digital environments • Identify and assess skills needed for marketing and design interests, and develop specific plans to learn or refine them over time • Demonstrate the ability to apply a framework for problem solving <p>Applied Technologies</p> <ul style="list-style-type: none"> • Explore existing, new, and emerging tools, technologies, and systems and evaluate their suitability for marketing and promotion interests • Evaluate impacts, including unintended negative consequences, of choices made about technology use • Analyze the role and personal, interpersonal, social, and environmental impacts of technologies in societal change • Examine how cultural beliefs, values, and ethical positions affect the development and use of technologies on a national and global level 	<ul style="list-style-type: none"> • event planning, coordination, and facilitation skills • interpersonal and public relations skills to promote products or services and to interact with potential customers • career options in marketing and promotions